



MINUTES OF THE BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES, STATE OF CALIFORNIA

Sachi A. Hamai, Executive Officer-
Clerk of the Board of Supervisors
383 Kenneth Hahn Hall of Administration
Los Angeles, California 90012

At its meeting held July 24, 2007, the Board took the following action:

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The following item was called up for consideration:

The Chief Executive Officer's attached recommendation to authorize the Chief Executive Officer (CEO), to prepare and execute amendments to the Information and Referral Federation of the County of Los Angeles, Incorporated dba 211 LA County's contract agreement for Cost of Living Adjustments, effective July 2007, and each following Fiscal Year upon approval of the 2-1-1 Oversight Group; also authorize the CEO to prepare and execute amendment to increase the maximum contract amount not to exceed \$250,000 for 211 LA County to conduct the second phase of the public information campaign; also consideration of Supervisor Yaroslavsky's recommendation that the Cost of Living Adjustments will be retroactive to Monday, July 16, 2007 when the agreements are adopted by the Board.

Supervisor Molina made the following statement:

"The Chief Executive Officer (CEO) is recommending a cost of living adjustment (COLA) of 3 percent for 211 LA County, the County's contractor for providing toll-free/24-hour Information and Referral (I&R) services to constituents. The CEO is also recommending a contract amendment allocating \$250,000 from funds in Provisional Financing Uses, which this Board set aside for 2-1-1 enhancements, to fund a marketing/public education campaign to expand public awareness of 2-1-1. While I recognize the critically valuable role which 211 LA County plays in helping to ensure that County residents enjoy easy, customer-friendly access to timely and accurate information—as well as referrals to important services provided by the County and other agencies—I remain concerned that we lack sufficient data to adequately assess our constituents' level of satisfaction with 2-1-1's I&R Services.

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“Before we spend \$250,000 on a wide range media campaign, including electronic media, I believe a more targeted approach to unincorporated areas in Los Angeles County might be more beneficial. The financial resources identified by the CEO may be better utilized to complete a targeted mailing to all residents in the unincorporated areas, as an example.”

Therefore, Supervisor Molina made a motion to:

1. Approve the recommended 3% contract Cost of Living Allowance but require that the Chief Executive Officer (CEO), in consultation with Board offices, work with 211 LA County to develop an improved methodology for monitoring the quality of service provided to 2-1-1 callers and to assess both the types of phone calls and what type of assistance is being provided, including a statistically significant survey of callers. As part of the assessment, a method to collect follow-up data on any complaint calls that relate to a lack of follow up from County Departments or service agencies should be included and report back to the Board in 60 days on the methodologies; and
2. Not approve the \$250,000 expenditure for marketing at this time but, instead, direct the CEO to review and consider lower or no-cost options for marketing approaches, with the CEO to return on September 4, 2007 with a recommendation to the Board on the best marketing and expenditure approach for 2-1-1 outreach efforts.

Supervisor Yaroslavsky made a suggestion that Supervisor Molina’s motion be amended to delete the paragraph:

“Before we spend \$250,000 on a wide range media campaign, including electronic media, I believe a more targeted approach to unincorporated areas in Los Angeles County might be more beneficial. The financial resources identified by the CEO may be better utilized to complete a targeted mailing to all residents in the unincorporated areas, as an example.”

Supervisor Molina accepted Supervisor Yaroslavsky’s suggestion.

Bryce Yokomizo, Deputy Chief Executive Officer, and Maribel Marin, Executive Director of 211 LA County, responded to questions posed by the Board.

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Supervisor Burke made a suggestion that Supervisor Molina's motion be further amended to request the Executive Director of 211 LA County to submit to the Board the marketing plan presented by the consultant to conduct the second phase of the public information campaign and to report back to the Board on the methodologies at the August 7, 2007 Board meeting. Supervisor Molina accepted Supervisor Burke's recommendation.

Therefore, Supervisor Molina's motion, as amended, seconded by Supervisor Knabe, was unanimously carried (Supervisor Antonovich being absent), with the understanding that the Cost of Living Adjustments will be retroactive to Monday, July 16, 2007.

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Attachment

Copies distributed:

- Each Supervisor
- Chief Executive Officer
- County Counsel
- Executive Director, 211 LA County